

The Official DMA Education

# Activity Book



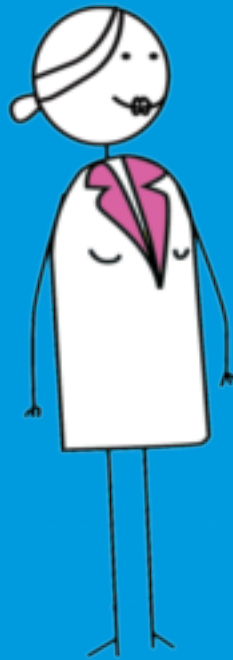
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TOGETHER SMARTER

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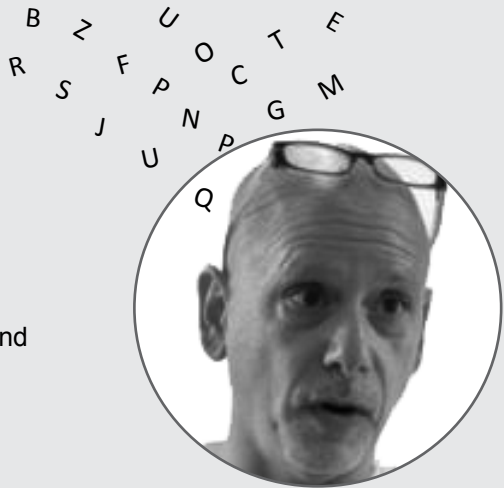


Neil’s Noggin

Directions: Word Search–Circle the Digital Marketing Terms in Neil’s Noggin.

Word Bank: There isn’t one. Word banks are for kids and people who lack confidence.

Q W X E B M K F J Z S U A N R O U K Z K D U Q E Y Q Q T  
D K T T E R I P Z S L U O T F O W H M K K G X T W E E T  
P H N I Y U Q A E D F I I Y A N K R T R Q A T U D H V G  
C V C S J A S C Y R T V I F R D A R Q G D S H X J S P P  
S B R B P G C U E A W U I U K Y A V O T H D A D Y Y S D  
E C J E O U M F C S T P G P Q U J N I O K N C Y Z V G H  
U J J W S N J I P X A N R C L G B U F G N K F T V C Q F  
L N K O J B F S B U E B D I G I T A L N A O W N T A C C  
A H Q E H I J P Q U I L A A B K V L Q N G T F H Y E H Z  
V U D Z M N G I S E D X X T F B A T K O Q Y I S A G D D  
R I E A D V E R T I S I N G A D X D M D I W S O S G I U  
O I G P F C J I A J P A I R D D C G V P H Z Z D N W X H  
N F F I W Y O N Z N K E T E P N M G Z W N G X M N S B L  
M G G N I D N E R T N U D Q N W G R U J E Y E V C K I D  
Q K U T E V P U P E I P D K R W R T X O P B A K Z A O O  
B N N E X N N R R J L S J B Z R Q E C B L F B Z M H A R  
Z F X R Z A I G I A Z P F M I V Q R W D B M K E X P M T  
L C O E C E I L C C U R J K H H M O T J W O H O I H A W  
R R N S U Z V E N Z E O P R G Y L J V J S V P X A O V B  
V S J T E R K X I O N M P B R C J G G E W V Q Y Y V G O  
T E Z T M G J F S E Z O K R L H Y Q I X M H Y R N F D J  
U Q W G T F C B B G E K K B O H N V X S L P F I L M X I  
A P Y J T U Q T J Y F E M W K D M T H V H M Y M M I I Z  
P Y Q B E B C L R O V O R A T V U G V T S M Q E R G V E  
L N S I T O Z S H B B K T L E U V C M I E Q K S Z X K Z  
Y H K R M W C P B I H P C T X B W J T S A A F R A R U M  
L H Q X D W F J L J M M H U C H L Z T W R I O M R B J J  
J P I W C D P E J Z O B X S W G J M X E C X H T A G Q R  
A Y Y M M F H E M B R O W P F I F I W T H H R Z S V A I



! Meet Neil's Noggin at The Digital Marketing Institute in New York and Chicago this year—[dmaeducation.org/smarter](http://dmaeducation.org/smarter).

►►For the solution to this activity visit, [dmaeducation.org/solutions/](http://dmaeducation.org/solutions/).



# Professional Differences

Directions: Lazy Louie is an overwhelmed marketer with a lot to learn, while DCMP Dave is a confident graduate of the DMA Certified Marketing Professional program and putting his learning to work. Match the items below to the marketer to whom they belong.

Lazy Louie

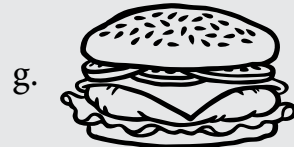


B   C   F   G

DCMP Dave



A   D   E   H



**!** Whether you are an entry-level marketer or a seasoned professional, becoming a DMA Certified Marketing Professional (DCMP) means you are serious about your career focus, and want to stay ahead of your peers and competition. Find out more at: [dmaeducation.org/smarter](http://dmaeducation.org/smarter).

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# Email Marketing Excuses

Directions: Cut out these coupons and give them to your “favorite” business owner when they drop a “special request” on your desk.

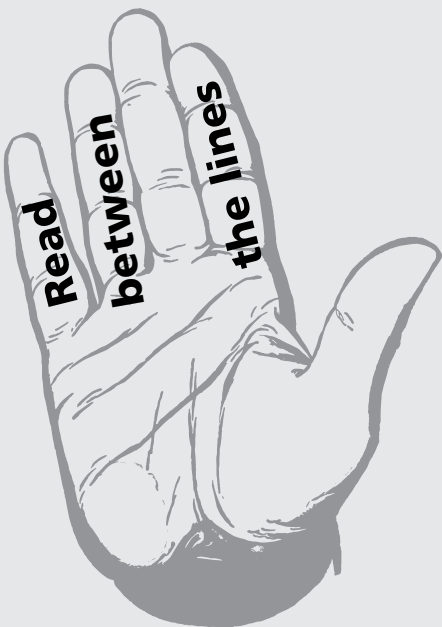
**Did you mean  
done or DONE?**



**'Cause I  
already SENT  
the email...**

**FAIL. FAIL. FAIL.  
SUCCEED!  
Repeat.**

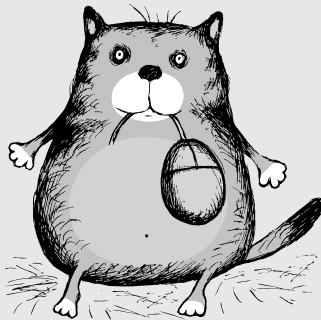
**Don't worry,  
I'm just  
testing.**



**NO,  
I will NOT  
send your  
email to the  
UNSUBSCRIBE  
list.**

**YES,  
I know  
they have the  
highest CTR.**

**Sorry, I can't  
send your email  
today.**



**My cat ate the  
mouse.**

**Roses are  
#ff0000,  
violets are  
#0000ff,  
my code's  
not the  
problem,  
it's you.**

**!** Looking for winning email strategies that can boost response rate and keep everyone off your back? Check out Email in the Marketing Mix at: [dmaeducation.org/smarter](http://dmaeducation.org/smarter).



## Are You Going to Mobile Marketing Day? Text Me!

Directions: Fill in the SMS conversation you would have with a “CMO Friend” about trends in mobile innovation today.



## iSpy – Psychology-Based Activity

Directions: Look around to complete the list, and check off the item when you ‘spy’ it.” Then write your observation in the blank space.

- ☐ A person drinking a Coke  
What does this tell you about him/her? \_\_\_\_\_
- ☐ A person drinking a Pepsi  
What does this tell you about him/her? \_\_\_\_\_  
Did you know that Coke drinkers are more likely to be smarter than Pepsi drinkers?
- ☐ A company logo with RED in it  
How does that logo make you feel about the company? \_\_\_\_\_
- ☐ A company logo with BLUE in it  
How does that logo make you feel about the company? \_\_\_\_\_  
Did you know that the color RED increases physical energy, vitality, stamina, spontaneity, stability, and passion while the color BLUE increases calmness, peace, love, honesty, and truth?
- ☐ Someone taking a selfie  
Did you know that Instagram has 130 million users, 16 billion uploaded selfie photos, and 1 billion likes happen every day?
- ☐ A person on their smartphone  
Are they checking email? Facebook? Shopping? Texting? \_\_\_\_\_  
Did you know that 44% of consumers sleep with their phones so they do not miss calls?
- ☐ A person walking their dog  
Did you know that dog owners are driven by different emotions than non-dog owners? To dog owners, their dogs are children in fur coats, family companions, and sports partners.
- ☐ List 6 brands you would buy from; think about why you would purchase from them.  
1. \_\_\_\_\_ 4. \_\_\_\_\_  
2. \_\_\_\_\_ 5. \_\_\_\_\_  
3. \_\_\_\_\_ 6. \_\_\_\_\_

**Did you know that 71% of people claim that they make a point to buy brands from companies whose values are similar to their own?**



Want the keys to unlocking the unconscious mind? Join us at the Psychology-Based Marketing course. Check it out outline at: [dmaeducation.org/smarter](http://dmaeducation.org/smarter)

►► For the solution to this activity visit, [dmaeducation.org/solutions/](http://dmaeducation.org/solutions/).



Join us for a casual day of mobile innovation presentations in New York. More info at: [dmaeducation.org/smarter](http://dmaeducation.org/smarter).



# A/B Split Testing With Pigs

Directions: There may only be 1 way to milk a cow but there are millions of ways to dress a pig. Give your drawing skills a workout and dress Pig A and Pig B. Then ask 3 people to “pick a pig” –which test won?



Albert the Pig

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_



Barry the Pig

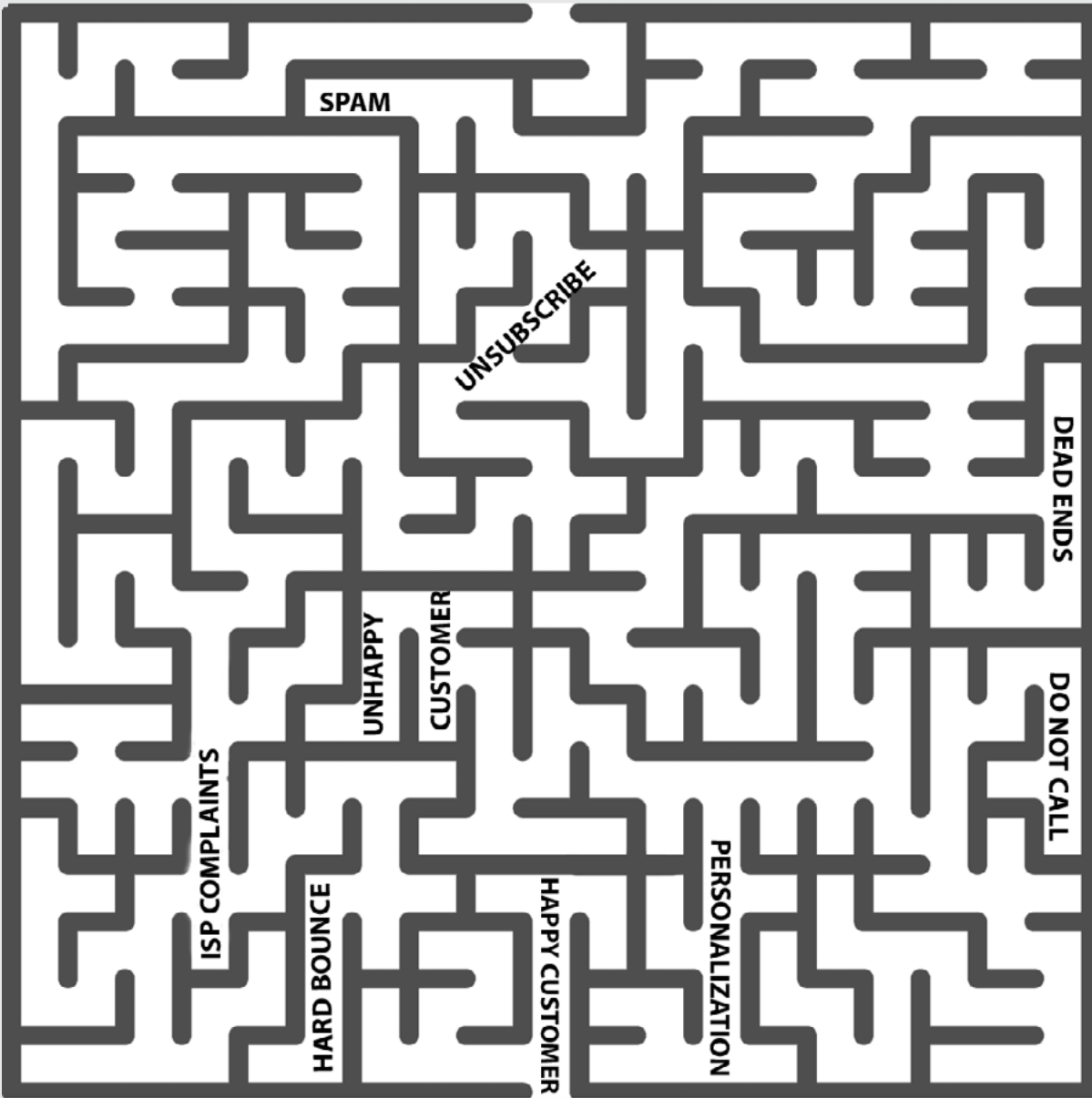
- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_

! While we don’t recommend that lipstick on a pig should be your testing strategy, there are many ways you can test the performance of your marketing campaigns. Join us live online to learn how to perform proper A/B split testing and many other valuable tests that are worth their weight in hog. Check out Testing for Marketing to learn more about tests that bring home the bacon! Visit us at: [dmaeducation.org/smarter](http://dmaeducation.org/smarter).



# The Database Marketing Maze

Directions: Find your way to a happy customer by navigating the maze below.



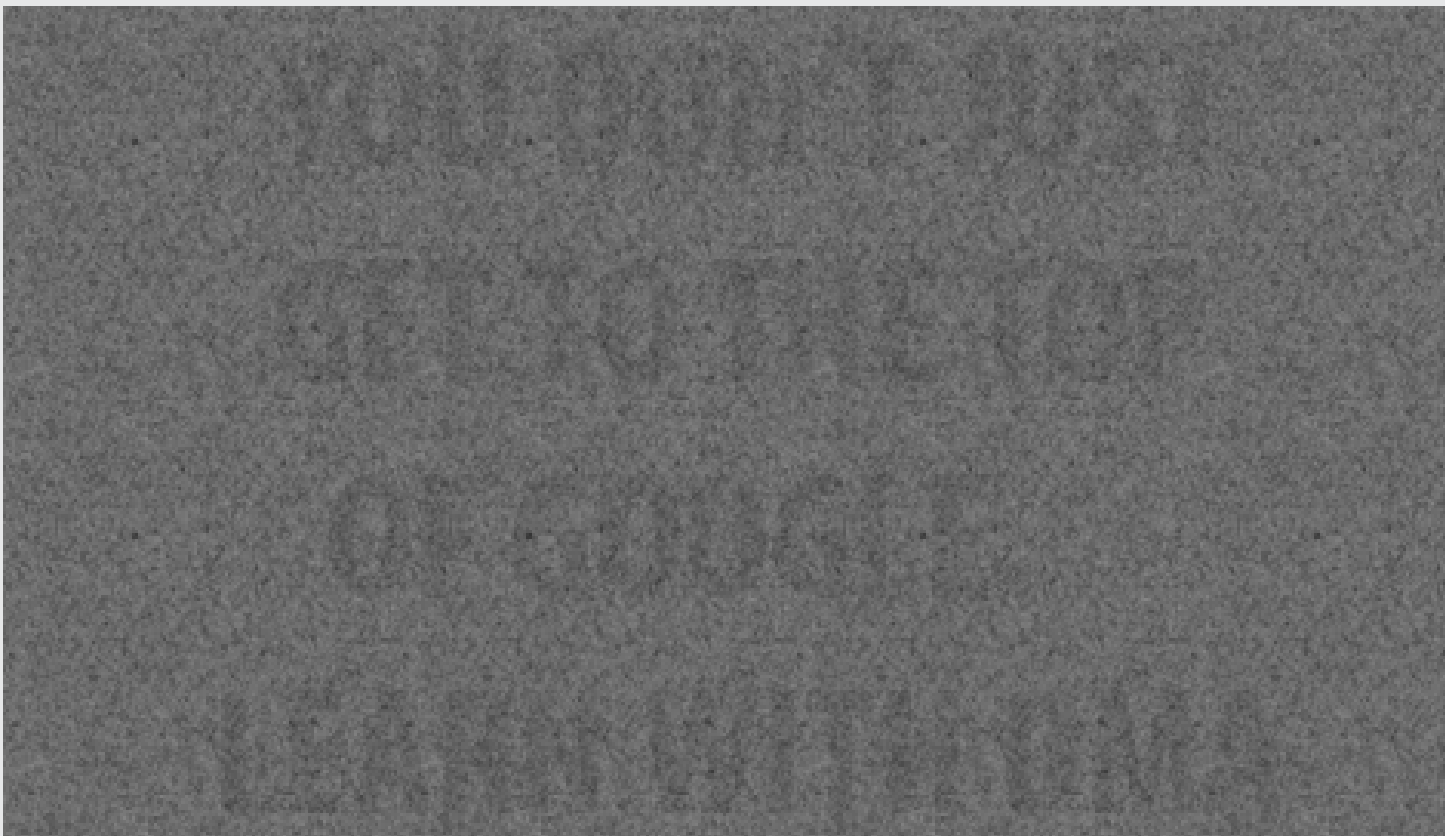
! Is your CRM and Database strategy as frustrating as this maze? Let DMA help you better navigate your way through customer acquisition to long-term customer loyalty with the two-day Comprehensive CRM and Database Marketing Seminar. Find out more at: [dmaeducation.org/smarter](http://dmaeducation.org/smarter).


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Directions: Stare at the stereogram below until you see the hidden phrase. Once you see it, say, "WOW! That was cool."



 Can't see it? Need help? Call our hotline at 212.790.1440. We'd be happy to help you search for the answers in courses like Search Engine Marketing Demystified.

►► For the solution to this activity visit, [dmaeducation.org/solutions/](http://dmaeducation.org/solutions/).



Directions: Savvy Marketer! Fill in the blanks to find out about DMA Education's Copywriting Essentials Live Online course.

Word List

1. Verb: \_\_\_\_\_

2. Adjective: \_\_\_\_\_

3. Noun: \_\_\_\_\_

4. Verb: \_\_\_\_\_

5. Verb: \_\_\_\_\_

6. Verb: \_\_\_\_\_

7. Verb: \_\_\_\_\_

8. Verb: \_\_\_\_\_
9. Adverb: \_\_\_\_\_

10. Past-tense verb: \_\_\_\_\_

11. Verb: \_\_\_\_\_

12. Verb: \_\_\_\_\_


13. Verb: \_\_\_\_\_

14. Noun: \_\_\_\_\_

15. Verb: \_\_\_\_\_

16. Noun: \_\_\_\_\_

Understanding what to \_\_\_\_\_ is the beginning of the \_\_\_\_\_. How you \_\_\_\_\_ it, en-  
gages people so that they \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_ in your brand. This live  
online course will help participants \_\_\_\_\_ fundamental strategies and tools using \_\_\_\_\_ -  
\_\_\_\_\_ copy to \_\_\_\_\_ and \_\_\_\_\_ customer relationships. It will address the  
fundamentals from traditional \_\_\_\_\_, like direct mail, as well as emphasize \_\_\_\_\_ for new digital  
media including email, social media, web, and publicity. You'll learn to \_\_\_\_\_ rules from the traditional  
and apply them to \_\_\_\_\_.

 We've got proven instructors to teach you how to master the must-use skills of writing powerful, profitable copy. To fill in the real blanks and learn more, visit us at: [dmaeducation.org/smarter](http://dmaeducation.org/smarter).



## Data Governance Nerdword Puzzle

Directions: Fill in the correct answers, one letter per square, both across and down, from the given clues—the solutions will help put you on the path to understanding the value proposition of data best-practices.



### Across:

2. Main means of mass communication
5. A means of approaching or entering a place
7. An act of breaking or failing to observe a law, agreement, or code of conduct
9. The international collaboration of all the data stakeholders to ensure accurate, safe, and responsible use of data
12. A course or principle of action adopted or proposed by a government, party, business
13. Exposure to danger, harm, or loss

### Down:

1. Facts and statistics collected together for reference or analysis
3. Rules of behavior based on ideas about what is morally good and bad
4. Independent agency of the U.S. government that promotes consumer protection
6. A rule or law designed to control or govern conduct
8. Unsolicited or undesired electronic messages
9. Procedures followed or measures taken to ensure safety of data and information
10. DMA's think tank
11. Portable communications device

**!** Join DMA for The Value of Proposition of Marketing Data Governance to learn everything there is to know about data governance as it pertains to sales and marketing. Protect your business, use data to innovate, and be part of the governance conversation with IT and Legal. Nerd out with DMA—visit us at: [dmaeducation.org/smarter](http://dmaeducation.org/smarter).

►► For the solution to this activity visit, [dmaeducation.org/solutions/](http://dmaeducation.org/solutions/).



## Mask Your Marketing Ignorance

Directions: Don't have the money, time, or know-how to do real predictive modeling? Decorate and cut out the mask below to cover your mistakes when you make statements with no data to back it up! This way no one will know it's you!



**!** Don't worry! DMA Education's Predictive Analytics seminar is an outstanding resource to help marketers understand and utilize predictive modeling to make their efforts more efficient. Find out more at [dmaeducation.org/smarter](http://dmaeducation.org/smarter).



# Looking For a Sexy Little Number?

Directions: Count to 9, pick a square, and jot it in. Complete the Sudoku so that each column, row, and grid contains all the digits from 1 to 9.

Remember: Don't screw up! Be careful to put your pencil in the correct box.

						6	8	
					8		1	
4	7		9					
	9						5	2
1			2	4			6	
		5				7		
							9	
	3			2				
9				1	3			

Want a bigger puzzle to solve? Learn how to build and measure consumer engagement over time in multiple channels with your eyes open. Join our course on Multi-Channel Measurement to gain an understanding of what to measure, how to measure it, and how to apply the results. Learn more at: [dmaeducation.org/smarter](https://dmaeducation.org/smarter).

►► For the solution to this activity visit, [dmaeducation.org/solutions/](https://dmaeducation.org/solutions/).



# Hands-On Direct Mail

Directions: Spread the power of Direct Mail! Fold this sheet into an envelope and address it to a colleague or friend who could use some Direct Mail help. No postage necessary!

Want help crafting Direct Mail campaigns that soar? Consider DMA's Integrating Direct Mail seminar where you'll learn strategies to optimize every step of your campaign and create new revenue. Find out more at: [dmaeducation.org/smarter](https://dmaeducation.org/smarter).

(tear here)

**1**  
1:  $\sqrt{2}$  Rectangle or A4 paper.

**2**

**3**  
1: Crease lightly to locate the midpoint.  
2: Fold the sides to the middle, then unfold.

**4**

**5**  
1: Crease.  
2: Fold in the sides.

**6**  
Note location points.

**7**

**8**  
Insert into pocket.

**9**

**10**  
Complete!





# Silo-Busting Integrated Tic-Tac-Toe

Directions: Break down barriers and eliminate information silos! Challenge a colleague or new networking connection to a game of tic-tac-toe and who knows what you'll find out?



! Have you developed a multi-channel marketing strategy? Join DMA for Integrated Marketing, a six-week seminar that highlights the best practices and strategies for aligning your efforts across each channel. Learn more at: [dmaeducation.org/smarter](http://dmaeducation.org/smarter).

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# #MarketingFail Crayons

Directions: Color these crayons. Be scared, be very scared. Then call us to avoid these pitfalls and master the essentials of direct marketing!

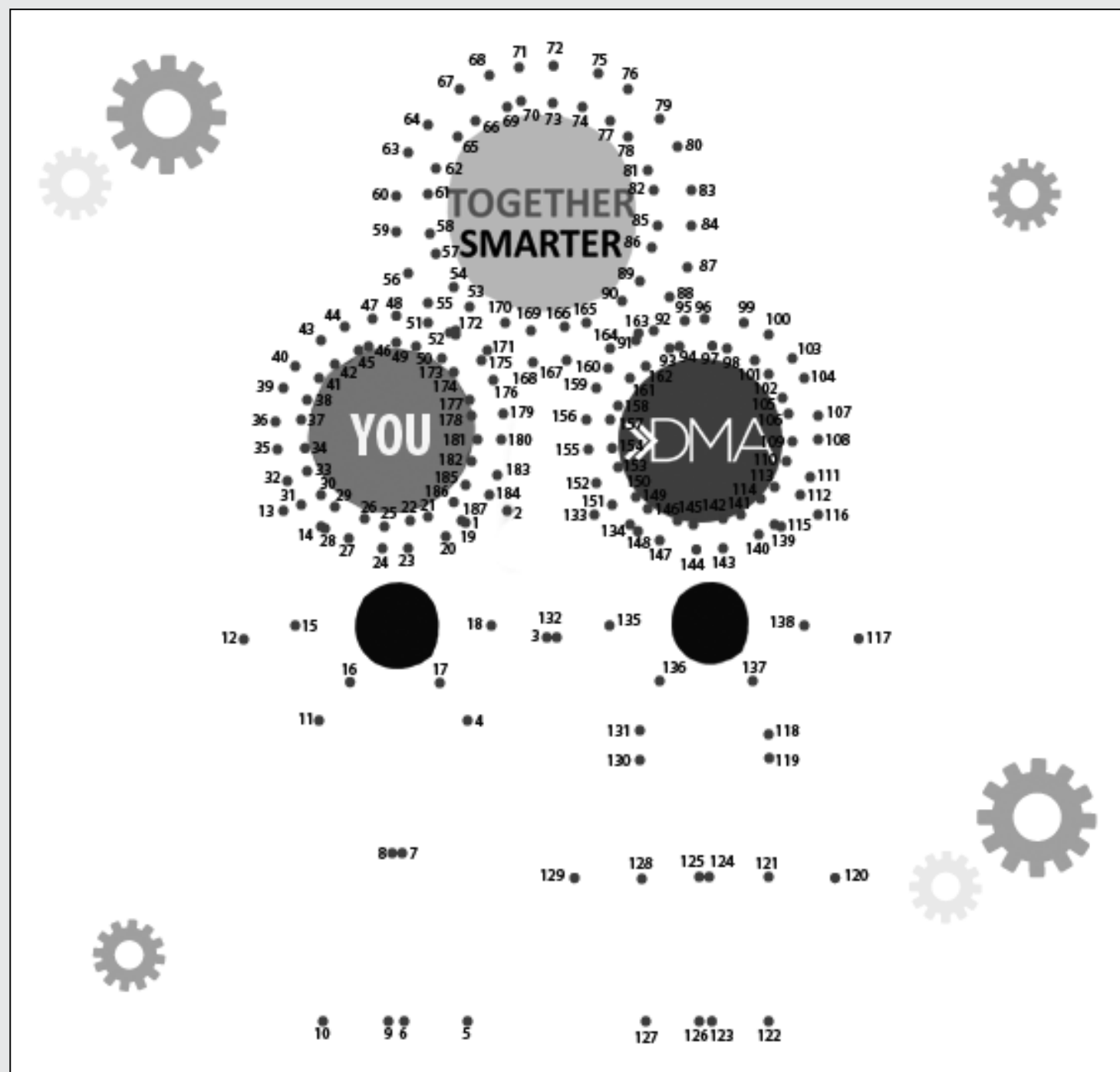



**Name your favorite #marketingfail colored crayon!**



! Color yourself successful in 3-days with the Direct Marketing Institute. Learn more at: [dmaeducation.org/smarter](http://dmaeducation.org/smarter).

Directions: What's the best way to connect and work together on your organization's biggest issues? Connect the dots to reveal the answer!



 DMA In-Company Education is the answer! For top brands like Nutrisystem and IBM looking to train their employees, DMA In-Company Education was and still is the answer. Find out more at: [dmaeducation.org/smarter](http://dmaeducation.org/smarter).


►► For the solution to this activity visit, [dmaeducation.org/solutions/](http://dmaeducation.org/solutions/).

Directions: Unscramble the highlighted letters to decode your discount! Use this code for 20% off of any DMA Education registration!

1. Avoid #MarketingFails at the:  
Direct Marketing \_\_\_\_\_
2. Book your custom activity with DMA Education  
through \_\_\_\_\_ Education
3. Who can DMA Education help grow as  
a professional? \_\_\_\_\_
4. Don't be lazy; get your certification as a DMA Certified  
Marketing \_\_\_\_\_ (DCMP)

## Secret Discount Code:

\_\_\_\_\_G\_\_\_\_\_!

 Enter this code and receive 20% off of any DMA Education course! Visit [DMAEducation.org](http://DMAEducation.org) to find our complete course offerings. If you have a specific question, don't hesitate to contact us by email at [DMAEducationinfo@the-dma.org](mailto:DMAEducationinfo@the-dma.org).

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